

Message Text

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SUBJECT: USIS SEMINAR ON MULTINATIONAL CORPORATION

REF: 75 STOCKHOLM 3088

SUMMARY: A ONE-DAY USIS ECONOMIC SEMINAR INVOLVED SIXTY SWEDISH, DANISH, AND AMERICAN EXPERTS IN A HIGHLY INFORMATIVE AND STIMULATING DISCUSSION OF THE FUTURE OF MNCS. ALL INDICATIONS ARE THAT POST AIMS IN ORGANIZING THE CONFERENCE WERE ACHIEVED AND THAT IT WAS SUCCESSFUL IN PROVIDING THE PARTICIPANTS, MANY OF HIGH-LEVEL INFLUENCE, WITH SIGNIFICANT NEW INFORMATION AND INSIGHTS. SEMINAR IS WARMLY LAUDED BY PARTICIPANTS, INCLUDING TOP FUNCTIONARIES OF SWEDISH COMMITTEE OF ICC. END SUMMARY.

1. SIXTY REPRESENTATIVES, ANY OF HIGH-LEVEL QUALITY, FROM INDUSTRY, ACADEMIA, ECONOMIC ASSOCIATIONS, LABOR, GOVERNMENT, AND THE MEDIA ATTENDED USIS'S ONE-DAY SEMINAR "WHITHER THE MULTINATIONALS?--THE FUTURE OF MULTINATIONAL CORPORATIONS" HELD AT THE AMERICAN CENTER MAY 5. AMONG THEM WERE THREE DANISH EXPERTS

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INVITED BY USIS COPENHAGEN. THE PROGRAM CONSISTED OF TWO LECTURE/

DISCUSSIONS IN THE MORNING, ONE LECTURE/DISCUSSION IN THE AFTER-NOON PLUS A PANEL DISCUSSION MATCHING THE THREE GUEST SPEAKERS WITH THREE SWEDISH EXPERTS FROM LABOR, GOVERNMENT, INDUSTRY. A BUFFET LUNCH FOR ALL PARTICIPANTS WAS SERVED IN THE CENTER LIBRARY WHICH GAVE THEM AN OPPORTUNITY TO DISCUSS SEMINAR TOPICS IN SMALLER GROUPS AND PERUSE THE MNC LITERATURE ON DISPLAY. OVER HALF OF THEM ATTENDED A POST-CONFERENCE RECEPTION AT THE PAO RESIDENCE, AVAILING THEMSELVES OF THE OPPORTUNITY FOR IN-DEPTH DISCUSSIONS WITH THE GUEST SPEAKERS. A PAO-HOSTED SUPPER CUM LIVING-ROOM DISCUSSION ON THE EVE OF THE SEMINAR PROVED SINGULARLY USEFUL IN COORDINATING SPEAKERS' AND PANELISTS' CONTRIBUTIONS AND ACHIEVING EFFECTIVE COMMUNICATION IN THE SEMINAR.

2. ALL PARTICIPANTS WERE SENT SEVERAL DAYS PRIOR TO THE CONFERENCE A PACKET OF CAREFULLY SELECTED BACKGROUND READING MATERIALS CULLED FROM U.S. JOURNALS, INDUSTRY REPORTS, RESEARCH PAPERS, AND USG PUBLICATIONS.

THE DEPARTMENT'S AND USIA'S ASSISTANCE IN PROVIDING THE REQUESTED ITEMS ON TIME IS DEEPLY APPRECIATED.

3. GUEST SPEAKERS AND SUBJECTS WERE AS FOLLOWS: LAWRENCE FRANKO, CONGRESSIONAL BUDGET OFFICE, WASHDC (CONTACT: USIA/ICS), "THE FUTURE OF THE MNCS", RAINER HELLMANN, GERMAN ECONOMIC PRESS SERVICE, BRUSSELS (CONTACT: USIS USEC), "CONDES OF CONDUCT FOR THE MNCS";, AND BRIAN O'NEIL, INSEAD, FONTAINEBLEAU, FRANCE, (CONTACT: USIS PARIS), "THE MNCS AND THE THIRD WORLD: FUTURE STRATEGIES FOR BOTH SIDES." ALL THREE WERE SOLID ASSETS AS SPEAKERS AND RESOURCE PERSONS, EACH IN HIS OWN WAY. DR. FRANKO DESERVES PARTICULAR COMMENDATION FOR HIS STELLAR PERFORMANCE. PROFESSIONAL, TOTALLY IN CONTROL OF A LARGE AMOUNT OF SUPERBLY STRUCTURED INFORMATION, AND AN EXCELLENT SPEAKER, HE IS STRONGLY RECOMMENDED FOR FUTURE USIS PROGRAMMING PURPOSES. LESS WELL ORGANIZED BUT EXTREMELY STIMULATING TO THE AUDIENCE BECAUSE OF ITS PROBING INTO THE ANTHROPOLOGICAL ISSUES OF MNC OPERATIONS IN THE THIRD WORLD, WAS DR. O'NEIL'S PRESENTATION. DR. HELLMANN IN A CAREFULLY PREPARED LECTURE PRESENTED THE PARTICIPANTS WITH LARGE AMOUNTS OF USEFUL UP-TO-DATE INFORMATION AND NEW POINTS OF VIEW. THE PANEL DISCUSSION, A LIVELY AND AT TIMES SHARP DEBATE BETWEEN LABOR AND INDUSTRY, GAVE ALL PARTICIPANTS A GOOD OVERVIEW OF THE VARIOUS SOCIO-POLITICAL FORCES INFLUENCING THE FUTURE OF THE MNC AND SHARPENED THEIR AWARE-UNCLASSIFIED

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NESS OF THE NATURE AND SIGNIFICANCE OF THESE FORCES.

4. ON THE BASIS OF AUDIENCE REACTION, WHICH WAS GLOWINGLY POSITIVE, WE FELL COMPELLED TO CHALK UP THE SEMINAR AS A SUCCESS. ALL OF THE PARTICIPANTS ATTESTED TO THE FACT THAT IT HAD BEEN A SINGULARLY WORTHWHILE STIMULATING EXPERIENCE FULL OF NEW INSIGHTS AND INFORMATION; THEY ALSO LIKED THE WAY IT WAS ARRANGED. HELLMANN: "THE BEST ORGANIZED CONFERENCE I HAVE EVER ATTENDED." WE BELIEVE

THE AIMS OF THE SEMINAR WERE ACHIEVED: (A) TO FURTHER A FRUITFUL, FREE, NON-IDEOLOGICAL SWEDISH-AMERICAN DIALOGUE ON A PHENOMENON OF RELEVANCE TO BOTH SOCIETIES; (B) TO VIEW THE MNC AND THE FORCES AFFECTING ITS FURTHER DEVELOPMENT IN PROPER PERSEPCTIVE; (C) TO BRING TO AN IMPORTANT GROUP OF TARGET AUDIENCE MEMBERS AN UNDERSTANDING OF THE ROLE THE AMERICAN CENTER IS PLAYING AND CAN PLAY IN CLARIFYING IMPORTANT ISSUES OF OUR TIMES; (C) TO DEMONSTRATE THE HIGH QUALITY OF U.S. ANALYSIS OF AND CONCERN WITH THE MNC PHENOMENON AND ESTABLISH SWEDISH-U.S. CONTACTS. WROTE HADAR CARS, CHAIRMAN OF THE SWEDISH NATIONAL COMMITTEE, INTERNATIONAL CHAMBER OF COMMERCE: "...MY SINCERE THANKS FOR THE SEMINAR ON MNCS ARRANGED BY YOU...I THINK IT IS A VERY USEFUL WAY TO ESTABLISH CONTACTS AND EXCHANGE IDEAS BETWEEN AMERICANS AND SWEDES AND THE TOPIC YOU HAD CHOSEN WAS CERTAINLY OF GREAT INTEREST TO THE AUDIENCE..." WEYL

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